



09- C-1010

CITY OF ATLANTA

Shirley Franklin
Mayor

Office of the Mayor
55 Trinity Avenue, SW
Suite 2400
Atlanta, Georgia 30303
404-330-6100

Greg Pridgeon
Chief of Staff

May 27, 2009

President Lisa Borders and
Members of the Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell, SW
Atlanta, GA 30303

RE: Keep Atlanta Beautiful Board

Dear President Borders and Members of the Council:

It is my pleasure to appoint **Holly Elmore** to serve on the Keep Atlanta Beautiful Board of Directors on behalf of the City of Atlanta. Ms. Elmore is a resident of Atlanta and is willing to serve in this capacity. This appointment is for a **term of two (2) years**, to begin on the date of Council confirmation.

I am confident that Holly Elmore will serve the Keep Atlanta Beautiful Board with integrity and dedication. A copy of her resume' is attached for your review.

Sincerely,

A handwritten signature in black ink, appearing to read "Shirley Franklin".

Shirley Franklin

HOLLY D. ELMORE

91 Rumson Road, NE, Unit C-33, Atlanta, GA 30304
(404) 261-4690, holly@greenfoodservicealliance.org

BUSINESS EXECUTIVE & ENTREPRENEUR

Creating, building and operating successful businesses

Six years in corporate accounting and finance, fifteen years owning and operating successful businesses and five years developing and implementing projects

A passionate visionary with the business skills to create and implement ideas into solid businesses ... Ability to integrate experience from a variety of fields to current situations ... A well-respected, strong communicator who motivates and connects individuals to work together for a common goal.

Core Professional Strengths

Accounting and Financial Skills
Strong Communication and Management Ability
Building Key Strategic Alliances & Partnerships
Fund Raising through Corporate Sponsorship

Creative Idea Generator & Executor
Powerful Professional Connections
Enthusiasm, Drive & Passion
Event Planning & Orchestration Talents

Professional Experience

GREEN FOODSERVICE ALLIANCE
Founder, Executive Director

2007 ~ Present

Conceptualized and founded the Green Foodservice Alliance with the mission to create and implement Sustainable Best Practices in the foodservice industry. Acting as the bridge, the GFA brings together government, business and consumer organizations to develop programs to "clean-up" the foodservice industry. Determining the most efficient and effective action paths for making a difference to the long-run health of our food supply and environment is an integral component of GFA's success.

RESTAURANT FORUM
Advertising Director

2006 ~ Present

Responsible for the advertising sales of the Georgia Restaurant Association's Official Magazine. Doubled advertising sales within the first year and developed strategic alliances with advertisers for other projects.

GEORGIA RESTAURANT ASSOCIATION
Membership Development Executive

2006 ~ Present

Created and oversee the Chefs Roundtable, Off-Premises Catering Roundtable and the North Georgia Chapter. Increased Membership using value-driven meetings featuring strong educational topics as a sales tool. The official liaison with the American Culinary Federation and other chef organizations.

WINE SOUTH
Sales & Marketing Director

2003 ~ 2006

Responsible for booth and sponsorship sales as well as the media and marketing programs. Increased sponsorship by 25% the second year and developed strong relationships within the media, wine industry and high-end consumer product companies. Worked closely with the Event Manager on event logistics and the floor plan.

EXECUTIVE CATERING
Founder, President

1987 ~ 2003

Developed a corporate catering model and built it into one of Atlanta's prominent catering companies, providing exclusive service to the German Consul General for eight years and the Canadian Consul General for six years. Operated two successful restaurants that served as event facilities. Served on the Atlanta Restaurant Council Board for ten years.

TRAMMELL CROW RESIDENTIAL COMPANY
Controller for the Southeastern Division

1984 ~ 1987

Managed the accounting department, developed the business plans for new project financing, coordinated construction draws on a multitude of projects, reviewed project legal documents to ensure compliance, negotiated smaller contracts, responsible for investment of reserve funds and served on the Executive Committee.

ARTHUR ANDERSEN & COMPANY
Senior Auditor

1981 ~ 1984

Performed audits in the Real Estate & Finance Division and worked on prominent accounts including Cousins Properties, Omni Hotels, Trammell Crow Residential Company and Trust Company Bank (now SunTrust).

Education

Miami University of Ohio, 1981
Bachelors Degree in Accounting

CPA Exam ~ passed on first attempt in 1981

Activities

Enjoy spending time in nature, cooking & entertaining, and active traveling.
Member ~ Georgia Organics, American Culinary Federation